

**REMARKS**

The applicants have carefully considered the Office action dated November 13, 2007 and the Board of Patent Appeals decision dated April 4, 2011. By way of this response, claims 1, 2, 4, and 6 have been amended. Claims 3, 5, and 7-69 have cancelled without prejudice to their further prosecution. New claims 70-85 have been added. All claims are supported by the specification. All pending claims are in condition for allowance and favorable reconsideration is respectfully requested.

**Related Prosecution**

The examiner is respectfully made aware of prosecution of a related application in the European Patent Office (EPO). The application serial number of the EPO application is 00980233.1. Copies of relevant communications from the EPO are cited in an Information Disclosure Statement, which is filed herewith.

Independent claims 1 and 6 have been amended to correspond with independent claims that are to be granted in the EPO, as noted in the Notice of Intent to Grant that is cited in the Information Disclosure Statement filed herewith.

**Rejections**

Claim 1 was rejected as unpatentable over a combination of Bull (US 5,995,943), McCallum (US 5,784,635), and Plasek (US 5,878,426). Claim 1 is patentable over the cited references. For example, none of the cited references teaches or suggests the

statistical summarization system recited in claim 1. Reconsideration of claim 1 is respectfully requested.

Claim 6 is patentable over the cited references. For example, none of the cited references teaches or suggests estimating a number of times that a first content object has been displayed to visitors of a webpage based on a number of times that the first content object was included in content files, the total number of times that the webpage was requested, and the estimate of the number of times that the webpage has been accessed. Reconsideration of claim 6 is respectfully requested.

Claim 70 is patentable over the cited references. For example, none of the cited references teaches or suggests estimating a number of times that a first content object has been displayed to visitors of a webpage based on a number of times that the first content object was included in content files, the total number of times that the webpage was requested, and the estimate of the number of times that the webpage has been accessed.

All claims are in condition for allowance. If the Examiner is of the opinion that a telephone conference would expedite the prosecution of this case, the examiner is invited to contact the undersigned at the number identified below.

In general, the official action makes various statements regarding the pending claims and the cited references that are now moot in light of the above. Thus, the applicants will not address such statements at the present time. However, the applicants expressly reserve the right to challenge such statements in the future should the need arise (e.g., if such statement should become relevant by appearing in a rejection of any current or future claim).

The Commissioner is hereby authorized to charge any deficiency in the amount enclosed or any additional fees which may be required under 37 CFR 1.16 or 1.17 to Deposit Account No. 50-2455. To the extent necessary, a petition for an extension of time under 37 C.F.R. 1.136 is hereby made.

Please refund any overpayment to Hanley, Flight & Zimmerman, LLC at the address below.

Respectfully submitted,

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